University of Massachusetts Amherst

University Relations and Advancement Council

December 7, 2023

Meeting Minutes

Attendees: **P. Baillargeon (Chair), L. Bruce, L. Coburn, S. Fitzgerald, J. Harvey, L. Jang, J. Kennedy, T. Paik, C. Pilsner, J. Smith**

Apologies: **F. Iradukunda, O. Parkash Dhankher**

1. Meeting called to order at 4:04 p.m.
2. **John Kennedy**, Vice Chancellor for University Relations, introduces the member of his team in attendance at the meeting.

3. **Louise Coburn,** Director of social media, Gives an overview on the University's social media strategy. Since the creation of her position, roughly a year ago, the increase in the engagement on social media of students, faculty, and alumni with the University was significant on every platform (Linkedln, Instagram, Facebook, Twitter (X), and YouTube.)

- Chancellor Reyes is also an enthusiastic user of social media and garners an important following that benefits the visibility of the University and stimulates engagement with students.

4. **Chris Pilsner,** Chief Relationship Officer, presents "Journey UMass" which is a project aiming at streamlining the student experience at UMass by connecting the online systems the students must use throughout their studies at UMass and beyond. There are currently 16 operating systems that a UMass Amherst student must navigate and master. The objective of "Journey UMass" would be to consolidate these systems into one that could follow a student while at the University and permitting to stay in touch after graduation.

- "Journey UMass" tackles the major challenge of engaging with "digital native" students by eliminating siloed CRM-like systems and databases.
- This project stems from a Chancellor-level initiative established in 2019 to support strategic plan and lifelong learning Vision: A campuswide system to capture and share relevant constituent data. This puts in place connected systems that eliminate siloes and enable data-driven decisions.
- The timeline for "Journey UMass" which is divided in 3 phases would deliver an operational platform by 2026.

5. **John Kennedy**, Vice Chancellor for University Relations, gives an update on the latest activities of the office of University Relations.

- On December 5, The Healy-Driscoll administration held its first regional cabinet on the UMass Amherst campus. The Chancellor was able to engage with the Lieutenant Governor and members of the cabinet who visited the Mass Spectrometry Core.
- University Relations has been active on the Springfield front hiring Lidya Rivera-Early as Director of Government Relations and Springfield Partnerships. This initiative is in continuity with the Chancellor's interest in the role of the University in community development.
- Meeting adjourned at 5:04 p.m.